Illumination and beautification of historical monuments in Delhi

1606. SHRI MAHENDRA MOHAN: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that a plan has been formulated to illuminate and beautify some of the major monuments of historical importance in Delhi, along the lines of London, Vienna, Barcelona and Rome, in the run up to the Commonwealth Games, 2010;

(b) if so, the details of the plan drawn up and the present status of its implementation; and

(c) the details of any similar plans drawn up for such monuments, which are of special tourist interest, in other parts of the country also?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Yes, Sir.

(b) It is planned to illuminate 15 heritage sites and monuments in Delhi.

(c) Plans are being drawn up for illumination of Agra Fort and Bodhgaya Temple. Further, assistance is given to State Governments for improvement of tourist infrastructure which includes illumination projects, light and sound shows.

Attraction of more tourists

1607. SHRI B.K. HARIPRASAD: Will the Minister of TOURISM be pleased to state:

(a) whether despite its potential to attract more than 10 million overseas tourists a year, India had to content with a mere 3.6 million tourists visiting India during the year 2005;

(b) whether Croatia with a 4 million population gets around 10 million foreign tourists annually;

(c) whether India spends Rs. 165.00 crores annually on tourism promotion (equivalent to a dollar per tourist) as compared to Australia's annual promotion spend of $120 million; and

(d) whether more that half of the annual Indian spend on tourism promotion, is apportioned to its 13 tourism promotion offices abroad and if so, the extent of tourism revenue generation therefrom?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) About 3.92 million tourists arrived in India during the year 2005, which is far below India's potential. The rich cultural heritage of our country and the emerging tourism products such as medical, wellness, golf, cruise, adventure, wildlife and rural tourism offers immense potential. In order to exploit the potential of the tourism sector, Ministry of Tourism in close consultation with concerned Ministries and tourism associations and organization through public private partnerships is endeavouring to build tourism infrastructure, enhance road, rail and air connectivity and develop popular tourism destinations and products.

(b) As per the information compiled by World Tourism Organization tourist arrivals in Croatia during the years 2003, 2004 and 2005 were 7.41 million, 7.91 million and 8.47 million respectively.

(c) During the year 2006-07, an amount of Rs. 165.00 crore has been budgeted for "overseas promotion and publicity" by the Ministry of Tourism. As per the information published in the annual report of 'Tourism Australia', an expenditure of 100.15 million Australian dollars has been shown for the year 2004-05 (July 2004—June 2005) against the heads 'Advertising', 'Promotion & Publicity' and 'Films, Publications & Distribution' under expenses on goods and services from external entities.

(d) During the year 2006-07 out of Rs. 165.00 crore budgeted for overseas promotion and publicity, an amount of Rs. 81.00 crore has been budgeted for 13 Indiatourism Offices abroad. While it is not feasible to measure the revenue accruing due to the expenditure by the Indiatourism Offices abroad, overall the foreign exchange earnings through tourism during the period January — June 2006 are estimated at Rs. 13441 crore.